



TENNESSEE REGULATORY AUTHORITY

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FOR IMMEDIATE RELEASE

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TRA Accepts Do-Not-Fax Program Settlement Agreement

First Choice Healthcare, LLC agrees to pay \$20,000 for violations

NASHVILLE, TENN. – The Tennessee Regulatory Authority (TRA) yesterday approved a settlement agreement of \$20,000 between the TRA Consumer Services and First Choice Healthcare, LLC for alleged violations of Tennessee's Do-Not-Fax law. The Do-Not-Fax Law was passed unanimously by the General Assembly in 2003.

The TRA Consumer Services Division received 95 complaints alleging violations to the Do-Not-Fax law against First Choice from April 8, 2004 to January 25, 2006. Tennessee's Do-Not-Fax statute prohibits the transmission of fax advertisements to residential consumers or businesses without receiving prior consent.

In addition, First Choice agrees not to engage in any fax or telephone advertising in the state of Tennessee for a period of one year. First Choice also agrees to bring its marketing efforts in compliance with all provisions of Tennessee's Do-Not-Fax law.

"The Do-Not-Fax program has been an effective tool in the protection of the interests of Tennessee consumers," said Chairman Sara Kyle. "The TRA is pleased to be charged with the mission of enforcing programs like this one and commends the Tennessee General Assembly for passing key and insightful consumer protection legislation. We have committed agency resources to ensure compliance with the law."

The mission of the TRA is to promote the public interest by balancing the interests of utility consumers and providers. For more information on Tennessee's Do-Not-Fax program, visit the TRA Website at <http://www.state.tn.us/tra/donotfax.htm>.

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